

Request for Proposals

Documentarian

Arts Participation Leadership Initiative INNOVATIONS Grants

Distribution Date:	May 21, 2012
RFP Responses Due:	Not later than 5:00 pm, June 11, 2012
Project Begin:	July 5, 2012
Project Completion:	March 31, 2013
Total Contract:	Not to exceed \$50,000

The Washington State Arts Commission (WSAC) seeks an arts program documentarian to create a “case study” analysis of 13 Arts Participation Innovations grants that are supported by The Wallace Foundation and WSAC. The grants are provided with the goal of stimulating innovative practices in arts participation.

Project Description

Key questions to be addressed in the case study include the following:

- Arts participation: Can innovative and compelling projects overcome the challenges of generating robust participation in the arts?
- Innovations: What helps arts organizations to be innovative? Can a short-term project move an arts organization toward adopting innovative practices? What combination of mission, capacity, and opportunity contribute to innovative practices?
- Documentation: How can we measure impact or success with a short-term innovation?
- Support: What role can, or should, funders play in supporting innovative practices?

The selected documentarian must be knowledgeable of arts participation concepts, experienced in research, and capable of presenting documentary findings for professional and general audiences.

Background

WSAC has announced 13 Arts Participation Innovations Grants of up to \$30,000 to support the design and implementation of innovative and compelling projects in King and Pierce counties, to be done in the period June 1-December 31, 2012. The projects must strategically address one or more of the following four challenges to participation in the arts:

- Engaging teens and young adults
- Diversifying audiences from specific ethnic communities
- Integrating communications and marketing techniques (multi-channel marketing including electronic communications)

- Offering new opportunities for social engagement (or social connections) that build trust and help people feel welcome

The Arts Participation Innovations grants are part of the four-year Arts Participation Leadership Initiative, which seeks to enhance arts participation and cultural engagement in the Puget Sound region's arts organizations by developing key concepts around arts participation. Forums and workshops that began in 2009 have explored the effects on arts participation of changing demographics, technology, young adult audiences, and innovative practices. More information about Arts Participation Innovations grants, as well as Arts Participation Leadership Initiative presentations and related materials, is available at: <http://www.arts.wa.gov/community/index/shtml>.

Sharing knowledge and information is a primary component of the Arts Participation Leadership Initiative. For that reason, organizations awarded an Innovations Grant will be documented as "case studies," and will be expected to fully participate in providing the information necessary to complete the case study.

Scope of Work

The contracted documentarian will work with WSAC staff to establish and implement a documentation plan that will be useful to WSAC, the participating grantees, other arts and cultural agencies, and The Wallace Foundation. In preparing this documentation plan, the documentarian will be expected to review Arts Participation Leadership Initiative concepts, as well as Innovations grant guidelines and application materials from the 13 grantee organizations. The documentation plan will include (but not be limited to) the following components:

1. Assist WSAC in establishing reporting requirements for Innovation grants, including qualitative and quantitative data and photo documentation.
2. Analyze Innovations grant reports.
3. Attend two meetings with each of the 13 grantee organizations to work on documentation.
4. Outline and prepare a document that includes:
 - Description of each project, its intention, and its impact
 - Overview and discussion of findings, lessons and challenges

WSAC will review the outline and two drafts of this report. The final report must be complete and professionally edited for distribution; WSAC will format for distribution online and/or in print.

5. Participate in a wrap-up forum, hosted by WSAC, in March-April 2013 to discuss the projects with Puget Sound arts leaders.

Criteria

The following criteria will be used to select the most qualified candidate:

1. Professional experience as an arts program writer, evaluator, or documentarian, with knowledge of best practices in arts and cultural programming.
2. Excellent skills in research and writing; ability to produce high-quality documents for professional and general audiences.

3. Proven ability to coordinate projects and meet timelines, including clear and consistent communication with project supervisors.

Proposals

Interested professionals should submit proposals via email (PDF or Word format) to mayumi.tsutakawa@arts.wa.gov by **5:00 pm (Pacific time) on Monday, June 11, 2012**. Required items:

- Proposal that states how you would work with the 13 grantee partners and carry out the above work items (not to exceed two pages)
- A summary of professional experiences in arts program documentation and specific work relevant to target communities as outlined above (not to exceed two pages)
- Résumé or vita for key team members (not to exceed two pages each)
- A list of three references for whom similar work was completed
- Two examples of reports written in this general subject area
- Budget indicating approximate costs of project elements, including travel costs, not to exceed \$50,000 total. Do not include costs for professional photography, video, graphic design, or printing of final document.

The most competitive applicants will be invited for an interview and may be asked to submit additional materials, such as more detailed past project descriptions.

Compensation

The selected contractor will receive up to \$50,000, paid upon receipt of properly completed invoices and evidence of satisfactory completion of tasks. This contract amount is all-inclusive of direct costs, including but not limited to office supplies, equipment use, travel, and similar costs. Any travel expenses incurred by the contractor related to services performed under this contract will not be reimbursed. Payments will be made based on deliverables and at specific benchmarks via a timeline established in a contract. Note that the contract is dependent upon availability of funds.

Cost of Preparing the Proposal

WSAC shall not be responsible for any costs incurred by the applicant in the preparation or submission of the contract proposal.

Cancellation or Re-issuance of the RFP

WSAC reserves the right, at its sole discretion, to reject any and all proposals received, without penalty, as a result of this RFP and not proceed with the acquisition of the services.

Contact/Coordinator

All questions concerning this RFQ should be submitted by email to the RFP coordinator, Mayumi Tsutakawa, APLI Program Manager, Washington State Arts Commission, at mayumi.tsutakawa@arts.wa.gov.

Send all proposal materials via email as attachments (PDF or Word format) to Mayumi Tsutakawa at mayumi.tsutakawa@arts.wa.gov by 5:00 p.m. on Monday, June 11, 2012. Name the attachments clearly,

and include “Documentarian, APLI INNOVATION Grants” in the email subject line. Only electronic submissions will be accepted.

In order to receive RFP amendments or bidder questions/agency answers, you must send your name and email address to Mayumi Tsutakawa.